THIS IS A

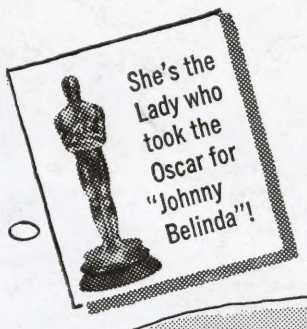
WARNER BROS. *Campaign!*

THE STORY

(Not for publication)

As director of the Buyers' Research Institute, attractive Jane Wyman represents truth and integrity to the American household. However, the wrecking of her sailboat by a strange underseas tank operated by inventor Dennis Morgan touches off a series of hilarious episodes in which Jane tries to prove to all concerned that such a craft exists . . . insuring her reputation for truthfulness. With the aid of her stuffy fiance, Allyn Joslyn, and private detective Tom Tully, she sets out on the trail of Morgan who possesses rolls of film which could substantiate her story. He won't give them up because his amphibious craft is a military secret. Luring Morgan away from Latin beauty, Lina Romay, Jane uses kisses to trick him into giving up the films. But Jane returns them when she learns how important Morgan's work is to the government. The next time they kiss . . . it's for keeps.

JANE **WYMAN** DENNIS **MORGAN**



MAN THE LAUGH-BOATS!!

WHAT MANEUVERS! JANE'S GOT THE NAVY ALL AT SEA OVER THE MAN SHE WANTS TO LAND...

IT'S THE LAUGHIN'EST LOVIN' EVER FROM **WARNER BROS!**

DEAR ADMIRAL, PLEASE SEND THE WHOLE FLEET!

The Lady Takes A Sailor

WITH EVE ARDEN ROBERT DOUGLAS ALLYN JOSLYN TOM TULLY

DIRECTED BY **MICHAEL CURTIZ**

SCREEN PLAY BY EVERETT FREEMAN
FROM A STORY BY JERRY GRUSKIN
MUSIC BY MAX STEINER

Mat 402 — 4 cols. x 10⅛ inches (564 lines)

THE PRODUCTION

Produced by Harry Kurnitz; Directed by Michael Curtiz; Screen Play by Everett Freeman; From a Story by Jerry Gruskin; Photography by Ted McCord, A.S.C.; Art Director, Edward Carrere; Film Editor, David Weisbart; Sound by Everett A. Brown; Dialogue Director, Norman Stuart; Special Effects by Roy Davidson, Director; H. F. Koenekamp, A.S.C.; Wardrobe by Milo Anderson; Makeup Artist, Perc Westmore; Music by Max Steiner; Orchestrations, Murray Cutter; Set Decorator, George Jas. Hopkins; Unit Manager, Eric Stacey; Assistant Director, Sherry Shourds.

THE CAST

Jennifer	Jane Wyman
Bill	Dennis Morgan
Susan	Eve Arden
Tyson	Robert Douglas
Ralph Whitcomb	Allyn Joslyn
Duckworth	Tom Tully
Racquel Riviera	Lina Romay
Victor Santell	Fred Clark
Oliver Harker	William Frawley
Dr. McKewen	Charles Meredith
Danvers	Craig Stevens
Taxi Driver	Stanley Prager
Davis	Kenneth Britton

← *Good Ad For a Herald. Print Locally.* ←

Mat 302 — 3 cols. x 7⅝ inches (318 lines)

(Also in 4-column size. See cover)

OFFICIAL BILLING

WARNER BROS.	50%
Pictures Presents	5%
JANE WYMAN — DENNIS MORGAN	100%
in	
"THE LADY TAKES A SAILOR"	100%
with	
EVE ARDEN	50%
ROBERT DOUGLAS — ALLYN JOSLYN — TOM TULLY	10%
* * *	
Directed by Michael Curtiz	25%
* * *	
Screen Play by Everett Freeman	10%
From a Story by Jerry Gruskin	5%
* * *	
Music by Max Steiner	3%
* * *	
A Warner Bros.-	5%
First National Picture	½%

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Mat 206 — 2 cols. x 10¾ inches (302 lines)

Mat 102
1 col. x 3¾ inches (53 lines)

Mat 202 — 2 cols. x 2⅜ inches (66 lines)

JANE WYMAN · DENNIS MORGAN

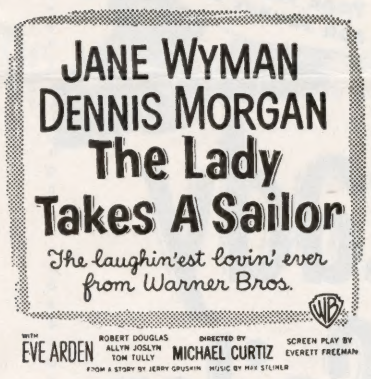
BRING YOU THE LAUGHIN'EST LOVIN' IN YEARS!

Mat 303
3 cols. x 9⅝ inches
(405 lines)

(Also in 2-col. size. See page 5).

Both on One Mat

ORDER MAT 101



1 col. x 1⅞ inches (25 lines)

1 col. x 1¼ inches (17 lines)

Mat 203
2 cols. x 4⅞ inches
(136 lines)

JANE WYMAN & DENNIS MORGAN

For the lovin'est laughin' on land or sea...

Take your lady to see

The Lady Takes A Sailor

IT'S THE NEW ROMANCE SMASH FROM WARNER BROS!

WITH EVE ARDEN ROBERT DOUGLAS ALLYN JOSLYN TOM TULLY

DIRECTED BY MICHAEL CURTIZ

SCREEN PLAY BY EVERETT FREEMAN
FROM A STORY BY JERRY GRUSKIN
MUSIC BY MAX STEINER

Mat 401 — 4 cols. x 7½ inches (420 lines)

(Also in 3-column size. See page 6)

LATEST WARNER SHORTS

"HORSE AND BUGGY DAYS" . . . A melodic tour of the Gay Nineties with take-offs on Lillian Russell, Eddie Foy, Weber and Fields and many other all-time favorites.

6601 . . . Vitaphone Novelty — 10 min.

"WHICH IS WITCH" . . . The village Witch Doctor tries to use Bugs Bunny as an ingredient in a cure-all concoction he is brewing. Bugs isn't willing, which makes for lots of laughs.

5724 . . . Bugs Bunny Special (Technicolor) — 7 min.

"SO YOU WANT TO BE AN ACTOR" . . . Joe McDoakes plays a ham without a role in this latest McDoakes mirth-master. Joe finally gets a part — behind the 8-ball as usual.

6402 . . . Joe McDoakes Comedy — 10 min.

"HAPPY HOLIDAYS" . . . Acapulco, the Riviera of Mexico, presents many thrilling seaside sports for the entertainment of the visiting vacationer. Highlight of the film is a red-hot tortoise race.

6503 . . . Technicolor Sports Parade — 10 min.

JANE WYMAN · DENNIS MORGAN

BRING YOU THE LAUGHINEST LOVIN' IN YEARS!

Mat 204 — 2 cols. x 6⅜ inches (180 lines)

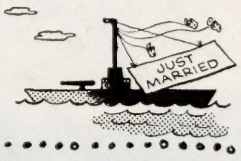
(Also in 3-column size. See page 4)

JANE WYMAN & DENNIS MORGAN

For the lovin'est laughin' on land or sea...

Take your lady to see

OCEANS OF LOVE
HELP! THE NAVY'S KEEPING THE MAN SHE WANTS TO KEEP FOR HERSELF



The Lady Takes A Sailor

IT'S THE NEW ROMANCE SMASH FROM WARNER BROS!

WITH EVE ARDEN ROBERT DOUGLAS ALLYN JOSLYN TOM TULLY DIRECTED BY MICHAEL CURTIZ

SCREEN PLAY BY EVERETT FREEMAN
FROM A STORY BY JERRY GRUSKIN
MUSIC BY MAX STEINER

Mat 301 — 3 cols. x 5⅝ inches (234 lines)

(Also in 4-column size. See page 5)

The laughin'est lovin' ever from Warner Bros.

JANE WYMAN · DENNIS MORGAN

The Lady Takes A Sailor

with EVE ARDEN ROBERT DOUGLAS • ALLYN JOSLYN • TOM TULLY SCREEN PLAY BY EVERETT FREEMAN FROM A STORY BY JERRY GRUSKIN • MUSIC BY MAX STEINER DIRECTED BY MICHAEL CURTIZ

Mat 201 — 2 cols. x 1⅜ inches (38 lines)

LOOK OUT NAVY!
(Look in, people -it's a delight!)
JANE GOES TO SEA TO LAND HER SAILOR MAN...

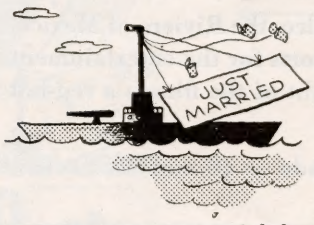
Man the Laugh-boats...

JANE WYMAN
JOY AHOY!
DENNIS MORGAN
HE'S HER BOY!

The Laughin'est Lovin' ever from WARNER BROS.

SHE'S THE LADY WHO TOOK THE OSCAR FOR 'JOHNNY BELINDA'!

The Lady Takes A Sailor



WITH EVE ARDEN ROBERT DOUGLAS ALLYN JOSLYN TOM TULLY DIRECTED BY MICHAEL CURTIZ

SCREEN PLAY BY EVERETT FREEMAN
FROM A STORY BY JERRY GRUSKIN • MUSIC BY MAX STEINER

Mat 205 — 2 cols. x 8⅜ inches (236 lines)

Retouched Ad Art

Retouched art used in the ads in this campaign available as 8 x 10's for your use in lobbies, blow-ups and displays. Order from National Screen.

Great Chance for a Newspaper Contest!

LADY TAKES A SAILOR 5-DAY CONTEST

Here's the Idea: Contestants supply last lines for jingles. Funniest lines win pass prizes. To avoid ties, choose winners on basis of best 25-word (or less) finish to statement beginning "I want to see Jane Wyman and Dennis Morgan in Warner Bros.' 'The Lady Takes a Sailor,' because ....."

The following is added to each day's caption:

Name .....

Address .....

Write your own last line here:

.....

(1st Day)

When Janie goes down to the sea
Tho' she doesn't know starboard from lee,
When it comes to her casting,
Her luck's everlasting—
(Sample Line) She always comes up with a "he"!

2nd Day ←

Now Jane is a gal who can screech
With the best when a storm hits the beach;
But not so with Dennis,
For him the sole menace
(Sample Line) Is learning to cope with a peach.

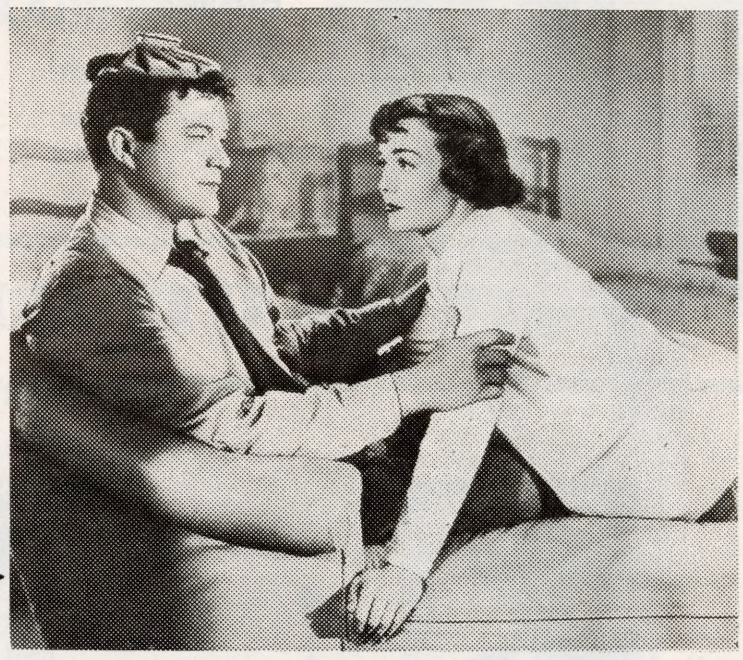
3rd Day →

Consider the plight of poor Janey—
To many she's naught but a zany
For at sight of a male
She is certain to wail
(Sample Line) "In romance I'm only a trainee!"

4th Day ←

Here's our Dennis returned from the deep,
A romantic appointment to keep;
But the "Welcome" that waits
Makes him wary of dates
(Sample Line) For the stoop's just a stepful too steep!

5th Day →



As a warning to others in love,
Take a look at poor Dennis, above;
He has just lost his heart
But that's only the start
(Sample Line) For with Jane, it's "Don't push them—just shove!"

Art only available on one mat.

Captions are set locally.

ORDER "Contest Mat No. 717-501X" from National Screen Service.

Four National Manufacturers' Ad-Promotion Tie-Up Campaigns

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← *Full-page ad in*

COLLIER'S
LOOK
THE SATURDAY EVENING POST
METROPOLITAN GROUP
INDEPENDENT GROUP
SUNDAY SUPPLEMENTS
COUNTRY GENTLEMAN
FARM JOURNAL
FARM QUARTERLY
PROGRESSIVE FARMER
SUCCESSFUL FARMER
FARMER STOCKMAN

BELL & HOWELL CAMERAS

Full-page ad in

← LIFE and THE SATURDAY EVENING POST

ACME 'BEAUTY SKIN' GLOVES

Full-page ad in →

HARPER'S BAZAAR.

For dealer aids, other information, write to:

Mr. Paul S. Twichell, Nolan and Twichell, Advertising Agency, Inc., 55 State Street, Albany 7, N. Y.

GOLD (RED) CROSS SHOES

← *2-page spread* in LIFE

NOTE: *Other Gold (Red) Cross dealer-exhibitor aids not illustrated but available:*

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- Newspaper ad mats up to full-page size.
- Window Blow-ups — 28" x 40"
- Counter Cards
- Radio Spot Announcements

For dealer aids, other information, write to:

Mr. C. Thomas Martin, Stockton, West, Burkhart, Inc.
1303 First National Bank Bldg., Cincinnati 2, Ohio.

FREE!

FOR YOUR RADIO CAMPAIGN

Write or Wire . . .

Warner Bros. Campaign Plan Editor,
321 West 44th St., New York, N. Y.

for

STAR INTERVIEW RECORDS

(5 minutes each)

with Jane Wyman and Dennis Morgan

SPOT ANNOUNCEMENTS

(one-minute spots, 15-second station breaks—all on one record!)

Specify Which You Want!

LOCAL LIARS' CLUB AWARD

Local events columnist or radio commentator might like following stunt, pegged to Wyman's "Liars' Club Award" in film when she explains a night-long disappearance with the excuse that she was detained by an octopus under Long Island Sound.

The Idea: Find local "Tallest Story Teller" — story can be true or fabricated, but it must be a tall one! Funniest one wins special Liars' Award — winning tale printed in papers, posted in lobby, winner invited to theatre opening night with fanfare.

'THE LADY TAKES A SAILOR' TO YOUR THEATRE!

First half dozen sailors accompanied by wives or sweethearts are interviewed on Man-in-the-Street type of broadcast set up out front or in your lobby, then see film as your guests. Tie-in line:

"The 'Lady Takes The Sailor' to the Strand Today!"

'LADIES' QUIZ DATA

Use following film titles, about different screen "Ladies", as basis of Guess-the-Title contest or for "Lady" question on local radio Quiz Show.

Lady in the Dark (Ginger Rogers)
The Lady Gambles (Barbara Stanwyck)
The Lady Takes a Sailor (Jane Wyman)
The Lady from Shanghai (Rita Hayworth)
The Lady Eve (Barbara Stanwyck)
Lady in a Jam (Irene Dunne)

Copy for

INQUIRING REPORTER QUERY

"In Warner Bros.' new comedy, 'The Lady Takes a Sailor', Jane Wyman meets her future husband on the bottom of Long Island Sound. Where did you meet your husband?"

LADIES' DAY

Run Special Ladies' Day Matinee, announcing that only the fair sex will be admitted that day. Plant male crasher. Set it first with your city editor!

WINDOW TIE-UP STILLS

Available as set of six 8 x 10's or individually by number.

Order "Window Stills No. 717" from National Screen Service Exchanges.

Pipes
DM-213

Pearls
JW-1271

Fishing Equipment
DM-286

Sport Shirt
DM-265

Suit
JW-1270

Bicycles
JW-1188

'The Lady Takes A Sailor' Coming, Stars Jane Wyman and Morgan

"The Lady Takes A Sailor," Warner Bros.' widely-heralded romantic comedy, comes into the Strand Theatre Friday for a week.

Starring Academy Award winner Jane Wyman, Dennis Morgan and Eve Arden, "The Lady Takes A Sailor" is a romantic yarn that begins at the ocean's bottom and winds up in the sea of matrimony, and seems headed to be one of the top laugh hits of the year.

In the role of Jennifer Smith, president of a National Research Institute, whose integrity is questioned when she returns from a deep-sea adventure with a man who says he's Davey Jones and an octopus who traps them in a weird underseas tractor, Miss Wyman clinches her position as one of Hollywood's most versatile actresses.

Dennis Morgan is the inventor who can prove Jennifer's story, but refuses because in doing so, he must disclose a military secret. Eve Arden is Jennifer's long-suffering chum, ever in search of a man. Lina Romay appears as a Latin nightclub beauty whose eyes and hips have a strange interest for Dennis Morgan. Robert Douglas, Allyn Joslyn and private detective Tom Tully figure prominently in the hilarious proceedings.

Directed by Michael Curtiz, "The Lady Takes A Sailor" was produced by Harry Kurnitz for Warner Bros.

JANE WYMAN co-stars with Dennis Morgan in the new Warner Bros. comedy, "The Lady Takes A Sailor," due at the Strand Theatre.
Still JW-1226 *Mat* 717-1*A*

JANE WYMAN'S ALL FOR LADIES OF THE CHORUS

Jane Wyman, looking for all the world like the cinema queen she is, stamped an angry foot, and said she was plenty tired of hearing chorus girls maligned.

"It's plain malicious," she said. "Chorus-girl jokes are as stale as mother-in-law jokes — only more so. And most chorus girls are bright, well-educated young professional women, and not the marble-brained gold-diggers that people like to think they are."

Having served several years of chorus apprenticeship, the star of Warners' "The Lady Takes A Sailor" feels justified in taking up the case of the berated ladies of the line.

The actress has recently run across some of her former chorus-line pals, including Betty Grable, Paulette Goddard and Lucille Ball, with whom Miss Wyman shared scanty dance costumes in a picture called "The Kid From Spain" some years ago.

Most chorus girls try hard because they all want to get ahead in show business. "They aren't all trying to snare a dollar-daddy, either," Miss Wyman said. "Most of the dancing girls are young women who happen to be prettier than their sisters, and sometimes more talented."

Miss Wyman outgrew the chorus-cutie period about 10 years ago, and since has blossomed into one of the screen's finest dramatic actresses and comediennes.

"I'm exactly the same kind of girl I was when I hoofed in a line back of Fred Astaire in 'Top Hat,'" she said. "And there are probably chorus girls today who are getting ready to replace people like me when the time comes."

So let's have no more of those silly chorus-girl jokes! At least not within Miss Wyman's earshot.

"The Lady Takes A Sailor" opens at the Strand on Friday.

DENNIS MORGAN stars opposite Jane Wyman in Warner Bros.' "The Lady Takes A Sailor." Eve Arden, Robert Douglas and Allyn Joslyn are featured.
Still DM-252 *Mat* 717-1*B*

LINA HAS HER SWAY WITH MEN

Michael Curtiz says Lina Romay has "talking hips."

At any rate, the girl's animated wiggle, which has brought her a lot of attention as a singer and dancer and actress, brought her to the director's attention and a nice role in "The Lady Takes A Sailor," Warner Bros.' latest comedy romance which opens at the Strand Theatre on Friday.

With a graphic gesture of his hands, Curtiz describes Lina's hips as the kind "that talk to men and make them listen."

As a result, he has given the Latin-American beauty full hip-freedom in her role of Dennis Morgan's hot-blooded amour in the film comedy.

Although she is charged with singing a cafe song and playing a couple of love scenes with Morgan, most of Miss Romay's role consists in making interesting and articulate use of her hips, which, incidentally, measure a neat 35 inches.

When she was warbling with Xavier Cugat's band, Miss Romay confesses that if she had trouble holding her audience, she'd give them the hip routine with the result that the wavering attention of night club patrons bounced right back to beautiful Lina.

Morgan Treats Co-Star With Gloves (Boxing)

Dennis Morgan's new screen role in "The Lady Takes A Sailor" may surprise some of his more impressionable fans and will undoubtedly bring him many new ones.

Morgan, who heretofore has limited his screen relations with the ladies of the cinema to gallantry at any cost, is about to give Jane Wyman a bad time, romantically and otherwise, through several reels of "The Lady Takes A Sailor," Warner Bros.' laugh-laden comedy romance, currently at the Strand Theatre.

For his previous gentlemanly conduct, the curly-haired actor has been handsomely rewarded by the devotion of thousands of breathless young women who see in him all the virtues of their dream man. They even write Dennis letters about it.

But now comes the Morgan switch, and when he isn't shaking Jane Wyman until her eyes bulge, he's pushing her in the mud, or chasing her around the divan, or otherwise making life something less than happy for her. Dennis himself is at least mildly concerned about his cinema future with the pom-pom brigades, whose members have been cheering for his becoming screen manners since he first made love to Ginger Rogers in "Kitty Foyle" eight or nine years ago.

So even if he is loathe to sacrifice the esteem of the sentimental set, Morgan thinks that in the long run it might be worth it to gain some new audience friends among those who believe that women should be handled firmly and mercilessly.

"Of course," he adds somberly, "They're not the type who write letters. So I'll probably never know for sure."

LINA ROMAY
Still 717-602 *Mat* 717-1*D*

Eve On Man-Hunt

Eve Arden helps to augment the hilarious goings-on in Warner Bros.' delightful comedy, "The Lady Takes A Sailor" which is due at the Strand Theatre on Friday.

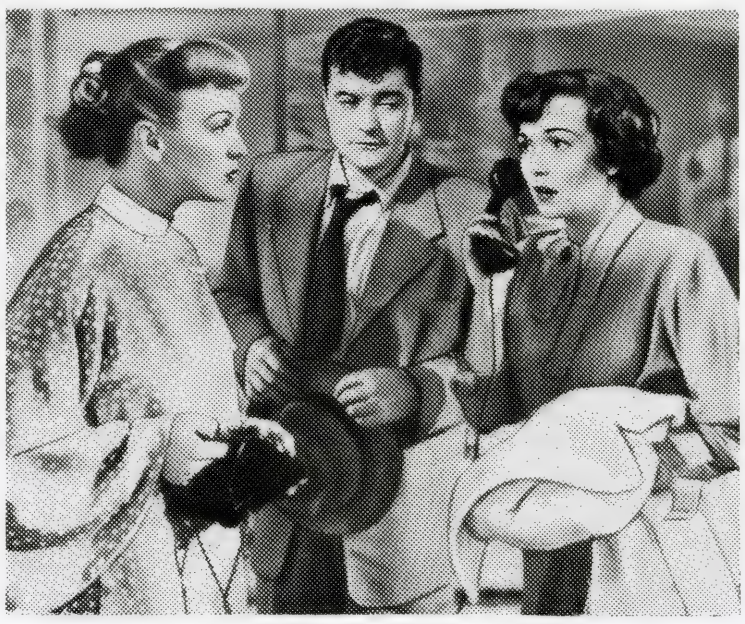
The tall, blonde comedienne who has never yet got her man, doesn't this time either. Miss Arden, who is a special audience favorite and has only to appear on the screen to arouse laughs, is seen as Jane Wyman's long-suffering chum. In the film, Eve's sights are set on Robert Douglas who plays the part of a wealthy eccentric.

EVE ARDEN augments the comedy proceedings in Warner Bros.' "The Lady Takes A Sailor," coming Friday to the Strand.
Still EA-36 *Mat* 717-1*C*

HOME TOWNS

Dennis Morgan....Prentice, Wis. **Jane Wyman.....St. Joseph, Mo.**
Eve Arden.....Mill Valley, Calif.

DENNIS MORGAN and Jane Wyman provide the romantic interest in Warner Bros.' sparkling new comedy, "The Lady Takes A Sailor," coming to the Strand Theatre on Friday.
Still 717-25 *Mat* 717-2D



JANE WYMAN, Dennis Morgan and Eve Arden are cast in Warner Bros.' amusing story of an underseas romance, "The Lady Takes A Sailor," now playing at the Strand Theatre.
Still 717-45 *Mat* 717-2C

Cast and Crew of Comedy Aim at Fans' Funny-bone

Warner Bros.' "The Lady Takes A Sailor" co-stars Jane Wyman, who once cut crooked pieces of pie in a Los Angeles restaurant, and Dennis Morgan, who once cut trees in a Wisconsin lumber camp.

The current Strand Theatre attraction was directed by Michael Curtiz, an Hungarian who came from Europe almost 30 years ago and became an expert on Americana in the movies although he still garbles English somewhat, and even at the end of the picture was calling Miss Wyman something that sounded like "Jonee."

The producer is Harry Kurnitz, who is tall and gaunt and says almost as many funny things every day as Milton Berle. He also helped Everett Freeman write the script.

So like most motion pictures, "The Lady Takes a Sailor" is the product of a great many varied talents, and in this case they were all aimed at one big target, same being the movie public's funny bone.

The picture had no more than started its riotous production course when the Academy of Motion Pictures Arts and Sciences stepped in and picked Jane Wyman as the best actress of the year, thereby presenting her with the gold statuette affectionately known as The Oscar.

This impressive honor aroused everybody connected with "The Lady Takes A Sailor" to new heights of enthusiasm. It especially pleased Dennis Morgan, who allowed that it was going to be a delight to push the Academy Award winner's face in the mud. The mud scene is only one of many in the new Warner Bros. picture that presents Miss Wyman in a considerably different mood from the wistful sadness of her portrayal in "Johnny Belinda."

Although there has never been any doubt about Miss Wyman's versatility, she herself is somewhat cagey about this versatility, commenting succinctly that "it's nice to be called versatile, but most players are noted for one thing they can do better than anybody else."

RECENT FILMS

JANE WYMAN	DENNIS MORGAN
"Johnny Belinda"	"One Sunday Afternoon"
"Kiss In The Dark"	"It's A Great Feeling"

JANE WYMAN'S just a foam-lovin' gal in a sequence for "The Lady Takes A Sailor," the Warner Bros. romantic comedy due Friday at the Strand Theatre. Eve Arden, Robert Douglas and Allyn Joslyn round out the cast.
Still 717-50 *Mat* 717-2A

PERILS OF JANE IN WARNER PIC

Warner Bros.' madcap comedy, "The Lady Takes A Sailor," starring Jane Wyman and Dennis Morgan, is scheduled for the Strand screen on Friday.

In the role of Jennifer Smith, president of a National Research Institute, whose integrity is questioned when she returns from a deep-sea adventure with a man who says he's Davey Jones and an octopus who traps them in a weird underseas tractor, Miss Wyman suffers numerous "indignities" at the hands of her co-star.

Besides a mud fracas, she is (a) wrecked in a sailboat (b) burned in a vital spot with a hot cigarette (c) knocked out with sleeping tablets and dumped on a beachhead, and (d) left dangling by her toes from a second-story window.

One turn deserving another, the script provides for a scene in which the actress shoves her co-star into a moonlit lake, clothes and all.

All of these film matters may not afford dignity, but they will certainly convince audiences that both Miss Wyman and Morgan are cinematically versatile in entertaining the public.

Eve Arden, Robert Douglas, Allyn Joslyn and Tom Tully round out the cast of "The Lady Takes A Sailor," which was directed by Michael Curtiz for Warner Bros.

JANE WYMAN LEARNS DIALECT

Besides learning French, acting in "The Lady Takes A Sailor," and taking bows as the Academy Award winner, Jane Wyman prepared for her next film role by learning three different ways to speak the English language.

Miss Wyman went to London to appear in "Stage Fright," for Alfred Hitchcock. She will speak ordinary British (as opposed to American), cockney, and a dialect known as grande dame English.

Morgan, Lina Romay Clinch, Then Shake

Dennis Morgan and Lina Romay had the kind of meeting that could only happen in Hollywood when Morgan started his role in Warners' "The Lady Takes A Sailor" the current attraction at the Strand Theatre.

Never having met before, Morgan and the Latin-American singing actress played their first scene in a violent clinch, Morgan dashing in from one side of the set and Lina from the other.

When Lina caught her breath, she was able to squeal "Pleased to meet you" when Michael Curtiz made the introduction formal.

DAVEY JONES is Dennis Morgan's rival for the affections of Jane Wyman in Warner Bros.' novel story, "The Lady Takes A Sailor," which begins a week's engagement today at the Strand Theatre.
Still 717-32 *Mat* 717-2B

POSTERS

24 SHEET

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ALSO AVAILABLE

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Colored 11 x 14's
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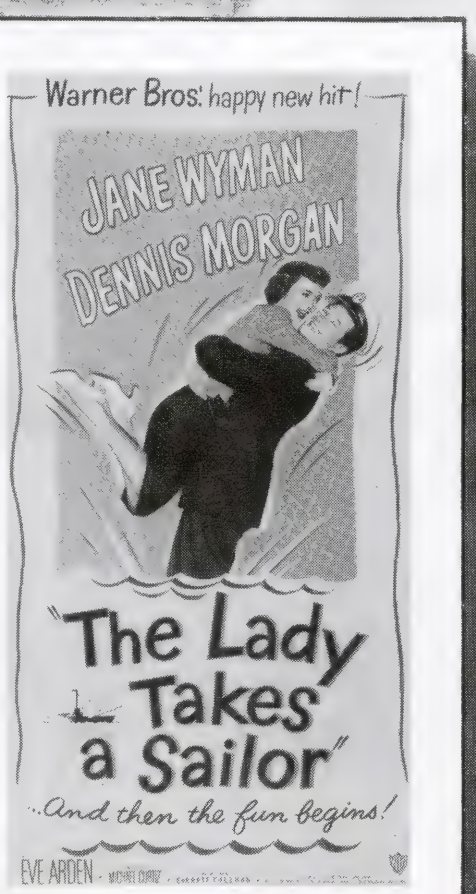
Order all accessories from National Screen.

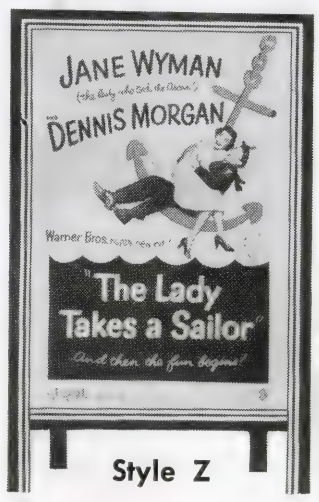
6 SHEET



3 SHEET

TWO 40 x 60's

Style Y



Style Z

PRINTED IN U.S.A.

ADVERTISING SUPPLEMENT

Mat 403-S — 4 cols. x 11⅛ inches (620 lines)

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Mat 305-S — 3 cols. x 8⅞ inches (369 lines)

You'll get a terrific KICK out of

JANE WYMAN and DENNIS MORGAN

JANE TOOK THE OSCAR FOR 'JOHNNY BELINDA'!.. NOW SHE'S TAKING OVER THE NAVY!

in

The Lady Takes A Sailor

Girl Overboard! -and what a line Dennis throws her!

The man's all at sea-but she lands him!

IT'S THE LAUGHIN'EST LOVIN' EVER FROM WARNER BROS!

WITH EVE ARDEN

ROBERT DOUGLAS
ALLYN JOSLYN
TOM TULLY

DIRECTED BY MICHAEL CURTIZ

SCREEN PLAY BY EVERETT FREEMAN FROM A STORY BY JERRY GRUSKIN • MUSIC BY MAX STEINER

Mat 304-S — 3 cols. x 8¼ inches (348 lines)

New Ad Art

Retouched art used in the ads in this campaign available as 8 x 10's for your use in lobbies, blow-ups and displays. Order from National Screen.

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717 — Art F

Excerpts from the Trailer

FOR HER
PERFORMANCE IN
"JOHNNY BELINDA"
SHE GOT THE
ACADEMY AWARD

BUT NOW
JANE WYMAN
WINS
NEW HONORS
FOR HER ROLE IN

"THE LADY TAKES A SAILOR"

HEY
SAILOR
BEWARE—

YOU'RE HEADIN'
FOR DISASTER!

HEY
SAILOR
BEWARE—

HEY
SAILOR

HEY

IT'S A
TAILOR-MADE
COMEDY
WITH
SAILOR-MADE
LAUGHS

WHEN DENNIS HAS
AN EYE FOR JANE

AND SHE HAS AN
"AYE" FOR HIM

PRINTED IN U.S.A.

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